

APPENDIX

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Workshop Series

Public Involvement Plan & Schedule



APPENDIX B: PUBLIC INVOLVEMENT PLAN

May 6, 2005

Introduction

The Scottsdale Road Streetscape, Design Guidelines and Downtown Circulation Update Project (Scottsdale Road project) contains four major elements:

- Comprehensive streetscape master plan for the entire 27-mile length of Scottsdale Road
- Detailed streetscape design (thirty percent design drawings) for Scottsdale Road from McKellips Road to Osborn Road
- Detailed streetscape design (thirty percent design drawings) for Scottsdale Road from Osborn Road to Chaparral Road
- Update of the downtown circulation plan

Streetscape Master Plan

The comprehensive streetscape master plan for Scottsdale Road will address the entire 27-mile Scottsdale Road corridor. General streetscape design guidelines and conceptual element cost estimates will be addressed. The goal of the design guidelines is to establish an identity and visual character for Scottsdale Road as a “signature” corridor along its entire length; create an integrated “signature” streetscape design that will enhance the aesthetic of the road; respect the existing neighborhood characteristics; provide opportunities for public art; improve mobility for pedestrian, bicycle, and transit travel; and preserve the opportunity for future high capacity transit. Creating a visual quality that is symbolic of the city as a whole and is appropriate for the “name” of the community will be an important consideration, as well as recognizing and strengthening the sense of place of the established unique character areas along Scottsdale Road while linking each to the next adjacent one. The design guidelines will challenge the community and adjacent property owners to look beyond the “norm” to achieve a higher level of character and pride along this vital corridor and will create ongoing public and private opportunities to exemplify the community values of this signature street.

Detailed Streetscape Design

The City's initial priority for this project shall be a focused streetscape design for the segment of Scottsdale Road from McKellips Road north to Osborn Road. The second priority is preparation of a circulation update and streetscape design concept for the segment of Scottsdale Road from Osborn Road north to Chaparral Road (Downtown). The streetscape designs for these two segments will be carried to a 30 percent level of design at this stage of the project. Construction

cost estimates appropriate for this level of design will be provided for both segments as well as streetscape design guidelines.

Elements of the streetscape design may include, but are not limited to: expanded sidewalks; opportunities for public art; enhanced intersection aesthetic and/or crossing treatments; improved transit stops; pedestrian friendly street hardware; street furniture; and landscape design for medians, back of curb right of way and adjacent private development. In addition, because components of this project will be eligible for federal funding, documents prepared by the consultant team will address associated federal requirements.

Public Participation

Public participation is an important element of the Scottsdale Road Project. Extensive opportunities for public involvement and public education are planned throughout the study process. Input will be sought from a variety of key audiences including staff from different city departments, elected and appointed officials, users of Scottsdale Road, property owners and adjacent businesses, neighborhood associations and surrounding jurisdictions. This document highlights the major elements of the public involvement program for the Scottsdale Road project, including major goals of the program, outreach methods and timing.

Project Team

The team is comprised of city staff, a consultant team, and project artists. Primary city staff contacts are the project manager and the project planner. The city project manager is responsible for project communication with the consultant team.

City Project Manager

The project manager for the City of Scottsdale is:

Dawn M. Coomer, Senior Transportation Planner
City of Scottsdale Transportation Department
7447 E. Indian School Road, Suite 205
Scottsdale, Arizona 85251
Phone: 480-312-7637
Fax: 480-312-4000
Email: Dcoomer@ScottsdaleAZ.gov

City Project Planner

The primary planning support for the project is being provided by:

Tim Conner, Senior Planner
City of Scottsdale Planning and Development Services
7506 E. Indian School Rd.
Scottsdale, Arizona 852251
Phone: 480-312-7833
Fax: 480-312-7314
Email: Tconner@ScottsdaleAZ.gov

Consultant Team and Roles

Otak is the prime consultant and is responsible for project management and coordination, overall design development and cohesion and communications between the consultant team and the City. Otak is taking the lead responsibility for direct coordination with the Project Artists. Otak is responsible for overall development and delivery of all project products submitted to the City, including memorandums, studies/master plans, design plans (P S & E), design concept reports, and presentation materials (displays, digital media, hand-out materials, etc.). Throughout all tasks, all primary communications between the City of Scottsdale and the consultant team will be conveyed through the Otak project manager and her support staff.

Subconsultants include Thomas Balsley and Associates (TBA), Selbert Perkins (SP) and DKS Associates. TBA's focus will be on assisting the team with development of design concepts related to the Scottsdale Road corridor as a "place" (placemaking) and in helping to better define the corridors interrelationship with adjacent public and private lands - including opportunities related to existing and potential civic and public gathering spaces adjacent to the corridor and in Downtown. TBA will be integrally involved in all aspects of schematic design, and Tom will provide leadership in design excellence to the team.

SP's design team includes landscape architects and urban designers that will focus on development of design concepts, working closely with other team members, including the Project Artists and City staff. SP will be integrally involved in all aspects of schematic design.

DKS will focus on technical analysis related to operational aspects of the corridor and downtown street network, advising the team as to how design solutions could improve transportation functions, such as enhanced connectivity and mobility with a focus on addressing the needs of multi-modal travelers.

Project Artists

The Scottsdale Cultural Council Public Art Board approved project team artists Bob Adams and Buster Simpson on February 8, 2005. The artist team reports to the Scottsdale Public Art Program which works in consultation with the City. The artist team will work with the engineering team to ensure that art is an integral element of the project. The artist team's scope of work includes a public art master plan for the entire Scottsdale Road corridor as well as design and fabrication of specific artworks with particular attention to the McKellips to Chaparral segment of Scottsdale Road.

Public Involvement Goals and Objectives

With the Scottsdale Road Project, the Project Team will:

- Educate and inform drivers, nearby property owners and businesses, neighborhoods and community interest groups, and public officials about the Scottsdale Road project.
- Encourage public participation by providing numerous and appropriate opportunities and forums for public education and input
- Involve and communicate with the public and stakeholders with appropriate methods on a continual basis.

- Build consensus for an option that best meets the needs of diverse stakeholders.
- Conduct an open and fair public involvement process.
- Manage community and stakeholder expectations; be honest; do not over promise or under deliver.
- Coordinate public involvement activities with other city projects, such as the ASU Scottsdale Center and the Downtown "Monthly Chats."

Implementation Activities

Project Kick-Off Meeting and Key Interviews

At the beginning of the project, staff from different city departments were invited to a consultant team/city staff kick-off meeting. Participants received project notebooks with key information about the project, including scope, schedule and major milestones. This two-hour meeting was held on March 23, 2005.

On March 24 and March 25, the consultant team, city project manager and city project planner, and team artists met with various city departments in small to obtain input and guidance on the project. In concert with the project kick-off meetings, the consultant team, city project manager, city project planner and team artists met on March 24 and 25 to conduct separate "focus group" meetings with and interview City Staff representatives and key stakeholders to assure a full understanding of operational, maintenance, and design expectations are incorporated into the design process. Meetings included staff focused on the following key areas: Public Art; Maintenance/Field Services; Land Survey, Drainage, Water and Sewer; Downtown Group; Transportation and Trails; Planning and Development Services; Economic Vitality.

City Staff Team

The city project manager and project planner created a list of staff members from various city departments that have a stake in the Scottsdale Road Project. These individuals have been invited to monthly meetings that will help increase communication and consistent messages among various city departments. These meetings have been scheduled to increase communication and consistent messages among various city departments. Agendas will be prepared monthly prior to each meeting and distributed to team members to allow the members to attend meetings where they are most interested. The project manager from the consultant team will attend each monthly meeting. More frequent meetings may be scheduled either with the entire group or appropriate representation from the group as the need arises.

Design Dialogue Workshops

Several three-day "Design Dialogue" interactive workshop series will be held to obtain input on streetscape design ideas and options. This process involves neighborhood organizations, businesses/chamber of commerce, tourism interests, environmental and conservation groups, representatives from various public agencies, non-profit groups, bicycle and pedestrian groups, City staff from multiple departments, representatives from boards and commissions, peers from the design community, artists community representatives and others as appropriate. Three design dialogues workshops are planned:

- Streetscape design for Scottsdale Road from McKellips Road to Osborn Road;
- Streetscape design for Scottsdale Road from Osborn Road to Chaparral Road and the Downtown Circulation Update; and
- Streetscape Master Plan.

The Design Dialogue Series includes both workshop focus group sessions for 20 to 25 participants, and one public meeting held in the evening. The consultant team will prepare presentation materials for the focus group sessions and open house, working collaboratively with city staff on developing and printing maps, plans, slide presentation/toolbox of ideas for the Design Dialogue workshop. Much of this information will express an analysis of existing conditions, opportunities, and challenges generated from the work done previously but now organized into presentable formats. This information will be reviewed by the city project manager and others as appropriate, refined as needed and finalized.

For all Design Dialogue Workshops, property owners within ½ mile of the Scottsdale Road corridor will be notified of the public meeting with a postcard mailer. Public meeting notices will be placed on the project Web page and in email notifications. Press releases will be done for the public open house as well. Personalized letters will be mailed to businesses and residents invited to participate in the focus group sessions. Businesses along Scottsdale Road and in downtown will be invited to participate in focus group sessions. Neighborhood leaders will be invited to participate in focus group sessions.

The workshop will include a presentation of existing conditions, opportunities, and challenges, and draft vision, goals/objectives for the corridor. The purpose of the workshop will be to gather input on design options and treatments, as well as theme building. This workshop series also will provide the opportunity for involvement with design experts in the community through special workshop sessions. The consultant team will work with the City to conduct the design dialogue and provide staffing for overall meeting organization and meeting facilitation. Sub-consultants from TBA and SP project leads to attend all workshop sessions and public meetings. At least one member of the artist team will attend all focus group workshop sessions and public meetings. City staff (CST members) are encouraged to actively participate as much as possible in the workshop sessions.

Upon completion of the design dialogue workshops, the team will develop preliminary concepts and ideas and initial cost analysis (schematic design package). The consultant team will prepare a workshop summary report and design concepts presentation package. This report will summarize comments expressed by workshop participants in an organized manner. Information will be synthesized under topics or themes as appropriate. Sketches and design ideas developed in the design dialogue workshops will also be presented in the workshop summary report. After review by the CST and minor refinements, this report could be placed on the project webpage for public viewing.

Presentations and Public Open Houses

Following the development of schematic design concepts and ideas, two members from the prime consultant will attend a public open house where the presentation materials showing schematic design concepts and ideas are presented to the public. Otak will prepare notes summarizing comments received at the open house. These comments will feed directly into the process of developing 30 percent plans as directed by the CST.

Property owners within ½ mile of Scottsdale Road will be notified of this public open house using post cards. Meetings notices will be placed on the project Web page and in email notifications. A press release will be done for open houses. If appropriate, some meetings may be advertised with a display ad in the Scottsdale Tribune.

Project Newsletters

City staff will prepare quarterly newsletters that will provide timely updates to key audiences and the general public. Newsletter articles will describe the status of the Scottsdale Road Project, announce public involvement opportunities, respond to frequently asked questions, and solicit feedback from readers. The newsletter will be posted on the City's project web page and emailed to interested citizens.

The first newsletter will generally describe the project, announce the start up of the project, and notify the community about the upcoming workshop events. The consultant team will develop the draft newsletter and the City will review the newsletter, finalize the newsletter, print and distribute the newsletter.

The second newsletter will describe the status of the project, and include information on the second Design Dialogue Workshop and public meeting for the thirty percent plans for the streetscape design of Scottsdale Road from McKellips Road to Osborn Road. The newsletter will describe the thirty plans for this segment.

The third newsletter will include a status of the project, including a summary of the third Design Dialogue Workshop. Information on the public meeting for the thirty percent design plans for the streetscape design of Scottsdale Road from Osborn Road to Chaparral Road will be included. The newsletter will describe the thirty plans for this segment and also describe work done on developing design guidelines for the entire Scottsdale Road corridor.

The fourth newsletter will provide a status on the streetscape design for both segments and summarize work done on the design guidelines and a schedule for their approval and implementation. Work on future implementation of the streetscape design will be included.

The fifth newsletter (if needed) will highlight key accomplishments of the project and identify future projects for the Scottsdale Road corridor. This letter might also include information currently beyond the scope of this project, such as the construction documents and implementation of the streetscape improvements.

Traveling Displays

Traveling displays will be prepared by the consultant team to provide general information on the project. These displays will be placed in various community locations, such as libraries, community centers and senior centers.

Web Site and Email

City staff will update and create a web page devoted to this project to provide information on the Scottsdale Road Project. An email distribution list will be maintained and used to distribute project information. The city project manager email contact information will be published and included in all publicity materials.

In addition, information on the project will be distributed to email-based city publications, including the Scottsdale Update, Scottsdale Update – Development Focus, Downtown Scottsdale Bulletin and Scottsdale Neighborhood Revitalization Update. The Scottsdale Update is a weekly newsletter that is focused on news, events and public involvement opportunities. The Scottsdale Update – Development Focus is a weekly newsletter that focuses on city news, events and public involvement opportunities with an emphasis on planning and development issues. The Downtown Scottsdale Bulletin includes information for downtown businesses and residents on city activities, events and news in the downtown area. The Scottsdale Neighborhood Revitalization Update is a weekly update that includes a summary of city efforts to revitalize Scottsdale's neighborhoods with a current focus in on efforts south of Indian Bend Road.

Telephone

The phone number of the city project manager will be placed in all publicity materials. Calls can be answered during normal business hours and by voice mail outside normal business hours. Interested persons can call the city project manager to obtain information and responses to questions.

Mailing List and Database

The City maintains a database of all property owners and neighborhood groups. In addition, the Economic Vitality Department has a database listing all business along Scottsdale Road from McKellips to Chaparral Road. These lists will be used to involve affected individuals to public involvement events. In addition, a project data base with all businesses and residents invited to attend a design dialogue focus group workshop will be maintained.

Coordination with Other City Outreach Efforts

The City is conducting numerous projects along Scottsdale Road and in the Downtown area. The city project manager will work with the members of the Staff/Consultant Oversight Team to identify opportunities for presentations at these meetings, such as the "monthly chats" sponsored by the Downtown Group.

Speaker's Bureau

The city project manager and other designated team members will be available to give presentations to meetings of civic, neighborhood, business and other groups as requested.

This opportunity will be listed on the project Web site and in written materials. A formal presentation, collateral materials, and speakers notes will be prepared to allow for consistent and engaging presentations.

Press Releases and Media Contacts

A press release will be prepared by city staff prior to each public meeting to provide information about the event.

Let's Get Moving Show

The Let's Get Moving Show is a public information show that is done approximately four times a year. Efforts will be provided on the show and will include information on the status of the project and how residents can become involved in the project.

City Council Updates

City Council updates are prepared on a weekly basis by city staff. Updates will be provided as needed.

Study Sessions/Board Presentations

As needed, the Design Review Board, Planning Commission and Transportation Commission will be involved in work-study sessions to receive information and ask questions about the project. Scottsdale Public Art staff will work to keep the Scottsdale Public Art (SPA) Board apprized of the status of the project. In addition, members of the Design Review Board, Planning Commission and Transportation Commission will be invited to all public meetings.

Reports and Documentation

Notes from public involvement meetings will be maintained by the city project manager and available to interested persons upon request.

On-Going Program Management

The project team will continually monitor the public involvement program to assess its effectiveness in meeting the goals and objectives of the project. Changes and modifications will be performed as necessary.

Timeline

A timeline for major elements of the Scottsdale Road Project and public involvement activities is provided on the following pages.

Scottsdale Road Streetscape and Design Guidelines; Downtown Circulation Update
Public Involvement Schedule
Updated May 2006

	2005											2006												
	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec		
Project Tasks																								
Streetscape Design from McKellips Road to Osborn Road	Discovery and Analysis		Public Workshop Series	Design Synthesis				Public Workshop Series	30 Percent Plans			Open House	30 Percent Plans			Construction Drawings and Plans			Open House					
Streetscape Design from Osborn Road to Chaparral Road/Downtown Circulation Update	Discovery and Analysis & Downtown Circulation Study							Public Workshop Series	Design Synthesis			Open House	Design Synthesis		30 Percent Plans				Open House					
Streetscape Master Plan, McKellips Road to North City Limits	Discovery and Analysis & Design Synthesis											Open House	Discovery and Analysis & Design Synthesis		Master Plan Development				Open House		City Adoption Process / Final Streetscape Master Plan			
Public Involvement Activities																								
Project Kick-Off Meetings and Key Interviews	X																							
CST Meetings	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X		
Design Dialogue Public Workshop			X				X	X																
Presentations and Public Open Houses			X					X				X												
Project Newsletters			X					X			X					X			X					
Web Site and Email	Continuous Effort																							
Telephone	Continuous Effort																							
Mailing List and Database	Continuous Effort																							
Coordination with Other City Outreach Efforts	Continuous Effort																							
Speaker's Bureau	Continuous Effort																							
Press Releases and Media Contacts			X			X	X		X			X												
Let's Get Moving Show			X				X				X					X								
City Council Informational Updates	Continuous Effort																							
Study Sessions/Board Presentations	Continuous Effort																							
Reports and Documentation	Continuous Effort																							
Ongoing Program Management	Continuous Effort																							